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Tigers for sale

Alternative Motors offers Ford-based roadster

Alternative Motors, Ltd., Mt. Clemens, Mich., a franchised dealer of Thoroughbred Motor Cars, now offers the Tiger Roadster, a fiberglass two-seater based on Ford componentry. The car is offered as a kit ($5,995) or fully assembled ($16,500). Assembled cars carry a 12-month/12,000-mile warranty. Alternative Motors will also sell Thoroughbred's Mercedes 540K replicar, powered by a Ford 302-CID V-8 engine.

Service Index shows slower growth again

By Francis J. Gawronski
Service Editor

Service and parts business in new-car dealerships continued on the upswing in August, but for the second consecutive month the rate of growth dipped a little from that achieved in the previous month.

Acording to the Automotive News Service Index, shop volume in August was 105.7 percent of the amount recorded in the same month in 1980. In July service and parts business had been 109.8 percent and in June it was 116.6 percent of the volume for the same months the year before.

August marked the sixth consecutive month in which dealers' shop business has shown an increase over the comparable year-earlier period.

The top gainer among the five Service Index indicators in August was gross profit on all labor, parts and P&A sales — the most vital indicator from the dealers' viewpoint — which was up 9.7 percent.

In the runnerup spot in August was sales of all parts and accessories, up 9.1 percent over the year-ago figure, followed by shop parts sales (those used on customer-paid and warranty repairs) up 4.5 percent.

Total labor sales (customer-paid and warranty) registered an increase of 3.7 percent, while repair orders written accounted for the only decline in August —down 1.6 percent.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealers.

Service and parts business in the January-August period amounted to 105.3 percent of the volume done in the same period of 1980.

Gross profit was the leading indicator, up 9.6 percent, followed closely by sales of all parts and accessories which increased 9.5 percent.

Shop parts sales climbed 5.5 percent during the eight-month period, while total labor advanced 3.1 percent. Repair orders written dipped 3.2 percent below the year ago figure.

SERVICE INDEX
105.7*

	Aug., '81 vs. Aug., '80	8 mos., '81 vs. 8 mos., '80
Gross Profit on All Labor and P&A Sales	+ 9.7%	+ 9.6%
Repair Orders Written	— 1.6%	— 3.2%
Total Labor Sales (Customer & Warranty)	+ 3.7%	+ 3.1%
Shop Parts Sales (Customer & Warranty)	+ 4.5%	+ 5.5%
Sales of All P&A	+ 9.1%	+ 9.5%

*—Survey by Automotive News shows that dealers' service and parts business in Aug., 1981, was 105.7 percent of business in Aug., 1980. Service business in the eight months of 1981 was 105.3 percent of business in the corresponding period in 1980.

Prospects awash in apathy

'82s off to a quiet start

By Kathleen Hamilton and Joseph Bohn

Public reaction to the launch of the '82 models has amounted to little more than a yawn, dealers across the country told Automotive News.

General Motors, Ford Motor Co. and American Motors dealers put their "new" models on the showroom floors Sept. 24, but there wasn't a truly new car to be seen — just carryover models, tagged with higher prices than the '81s carried.

(Chrysler Corp. models and the all-new Lincoln Continental bowed Oct. 1 — too recently to gauge their reception.)

Apathy toward the '82 models can be traced to sources other than the lack of new sheet metal, according to dealers.

Ford dealers recognized symptoms of a post-rebate slump, and several expect it to last another month.

Preselling is another factor for the ho-hum reaction.

Dealers for the Big Two indicated that factory advertising focused on cleaning out '81 stocks more than on the launch of the '82s. As a result, the public seems to be unaware that the new automotive year has begun, dealers said.

Staggered introduction dates have exacerbated the problem. Car buyers — and even dealership employes in some cases — are confused about which cars were launched when.

And the really new stuff — GM's A-cars and Firebird/Camaro and Lincoln's Continental, for example — weren't around to generate enthusiasm for the carryover models.

The GM X-cars debut in November, and the A and Firebird-Camaro arrive in January; Oldsmobile and Buick J-cars are due in February or March.

Dealers for the divisions which already carry the J-cars — Cadillac, Chevy and Pontiac — reported the almost-new little cars weren't drawing the traffic off the streets, either.

Add to all that the fact that the staggered intro dates increased advertising and showroom-trimming costs for dealers, and it comes as no surprise that dealers surveyed by Automotive News generally expressed emotions that ranged from lukewarm enthusiasm to anger over that factory policy.

Two of the more interesting trends revealed by the survey: A modest recovery of the big-car market, and a polarization of the marketplace, so that customers are looking either for loaded luxury automobiles or for nearly stripped commuter cars. The middle ground seems to be disappearing, many dealers said.

That split in the marketplace may be one reason that many Chevrolet dealers reported that the end of the low-interest retail loan program severely hurt, but Cadillac and Oldsmobile dealers said they felt little impact.

David Patota, sales manager of Union Chevrolet, East Providence, R.I., voiced a reaction typical among Chevy dealers: "When the 13.8 was in, it was great. Now it looks like somebody pulled the shades . . ."

Several Cadillac dealers said their customers may be more aware than others that auto loans run well below the prime interest rate, and that the 13.8-

Continued on Page 45, Col. 4

breaking news

GM revives 13.8-percent interest

DETROIT.—General Motors revived the 13.8 percent interest program on '81 X-body cars and '82 J-car lines. It runs from Oct. 1-Nov. 11, the day before '82 X-cars are introduced. The program does not cover fleet or lease sales. Dealers contribute as before. GMAC will advertise on spot and multi-network radio, top 50-markets newspaper and NCAA and NFL football buys it has.

GM is also giving cash incentives on X-bodies, with objectives based on each dealer's total X-car stock. If a dealer sells 75 percent of it, he gets $200 a car; 100 percent, he gets $400. GM still has X-cars to sell to dealers, which is why the 100-percent dealer inventory level was chosen.

AMC rolls back prices 10 percent

DETROIT.—American Motors launched an Oct. 1-Nov. 30 price rollback of 10 percent on '81 and '82 Jeep CJ and Scrambler models and the Renault R-18i. There is a 50/50 dealer contribution on CJ and Scrambler, and a 60 (factory)/40 (dealer) contribution on R-18i. AMC also changed its Wagoneer/Cherokee rebate (running Sept. 24-Nov. 25) to allow cars ordered during the period — and not necessarily sold and delivered — to be eligible.

See BREAKING NEWS, Page 8, Col. 1

Chevy's push for exclusives won't rule out others, Burger says

GM duals called good for business

By Joseph Bohn
Marketing Editor

Chevrolet did a study on dual dealers and how they have affected Chevrolet sales.

There was some feeling that dealers dualed with Oldsmobile or Buick, for example, were inclined to take the line of least resistance — perhaps being more inclined to stock and promote a Cutlass over a Monte Carlo in the anticipation of its selling more quickly.

Chevrolet felt that such inclinations may have hurt its sales.

But does that portend fewer duals and more single Chevrolet points in the future?

Robert D. Burger, vice president in charge of General Motors Sales and Marketing Staff, doesn't foresee any big changes in the offing.

"I think what Chevrolet is saying is that as the market comes back and gets into the higher numbers (10 million-plus car sales), they'd like to see their policy of single-line dealers remaining firm, and that they have as many as they can get," he said.

"Now with those dealers that have been dualed over the years, they've lost some business in those dealerships simply because the mood of the market changed . . . Cutlass Supreme has come out of nowhere the last several years and become a very popular car and so in many of those dealerships the Monte Carlo has suffered by comparison. People have switched, and that bothers them (Chevrolet).

"I say that while . . . their research or any research would show the B-O-P divisions have strengthened their sales as a result of many of the duals, the bottom line for General Motors and the success of Chevrolet and all of our divisions down the road is that we maintain a good dualing posture, and that we stay single line where it is in the best interests of the division, GM and the dealers," Burger said.

"Chevrolet is saying — the same thing I'm saying — they want to retain as many single-line points as they can, but there is no design to go out and start eliminating duals because it just doesn't make good business sense," he said. "Any time you start eliminating duals, you're fragmenting the market."

What about past Chevrolet dealer complaints that loss of a significant price edge/product

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It talks of new front-drive luxury cars

GM maps future for new plant

DETROIT. — General Motors last week announced its production timetable for several U. S. assembly plants, including plans to build an "all-new generation" of front-drive luxury and luxury specialty cars at the new Orion Township (Mich.) and Detroit/Hamtramck plants.

The announcement was made, GM said, to silence recent speculation that the company may not compete in all segments of the U. S. car market in the future, a rumor that has caused job-security worries among many GM employes.

"The simple fact remains that General Motors will be a full-line car producer," said President F. James McDonald. He added, "Now, GM and the UAW at the local and international level can work out the transfer provision of who will work in which plants."

The GM announcement said the Orion Township plant, which is being built just outside of Pontiac, will start up in spring of 1983 assembling a "new generation of front-drive luxury cars, including some Cadillac models."

This, according to a source, will be GM's new front-drive C-body line — Cadillac deVille and Fleetwood, as well as Buick Electra and Oldsmobile Ninety-Eight.

The old Pontiac home plant and adjacent Fisher Body facility in Pontiac, will continue building rear-wheel-drive mid-size cars through the '82 model year, the GM announcement said. That plant builds the Pontiac Grand Prix and Benneville G models.

• The company did not say what would happen to the Pontiac facility after the '82 model run, but sources say it may become the assembly point for Pontiac's sporty two-passenger P-car, tentatively scheduled to bow in early 1983 as an '84 model.

In addition, GM announced that its new Detroit/Hamtramck plant will start up in fall of 1984 building front-drive luxury sedans and coupes, "including Cadillac Eldorados and Sevilles." Those cars are known as E/K bodies and include Buick Riviera and Oldsmobile Toronado.

Currently, the E/K bodies are built at the GM Assembly Division plant in Linden, N.J. That plant, GM said, will be converted to production of a "new line of mid-size models." Those models could be the downsized front-drive replacements for the current two-door G-body line — Monte Carlo, Cutlass Supreme, Grand Prix and Buick Regal.

Finally, GM said its Cadillac home plant and nearby Fisher Fleetwood plant in Detroit will continue building regular Cadillacs "into 1983." After that, GM said, those plants will be converted to building rear-drive mid-size cars "for other GM divisions" until the startup of the new Detroit/Hamtramck plant.

The company did not announce what would happen to the old Detroit and Fleetwood factories after the new Detroit/Hamtramck plant starts up in late 1984.

Made in Japan . . . and Ohio

The new Accord which Honda has introduced in Japan and which will be built in Marysville, O., is a longer, smoother version that maintains traditional Accord styling. Suspension has been reworked and the engine modified for extra torque.

Bigger Honda Accord slated for Ohio plant

By John Hartley
Staff Correspondent

TOKYO. — Honda has announced details of the car it will build in its Marysville (O.) plant — the new Accord.

Introduced in Tokyo, with a U. S. launch to follow soon, the rebodied Accord is very similar to the old model — both in appearance and mechanically.

This trend follows the theme set with the current Civic, which although larger than the old model, had a striking resemblance to it. Honda management has clearly decided that, like Mercedes and BMW, it should maintain a family likeness between succeeding models in the same range.

For all that, Honda engineers have been successful in making the new Accords — three-door hatchback and four-door sedan as before — look lower and more modern.

One reason for this longer look is that the wheelbases and overall lengths have been increased by 2.75 inches. Wheelbases, which are now 96.4 inches, are still a little short for a car in the 1.8-liter (110-CID) class. Overall length of the three-door is now 166 inches, and that of the four-door is up to 174 inches.

Honda claims a drag coefficient of 0.37 for the sleeker, more angular bodies, both of which have tiny spoilers on their tails. To provide more interior space, the cars have also been widened slightly; yet, Honda claims a weight saving of around 90 pounds per car.

A number of minor changes have been made to the engine, and together these give slightly better torque and fuel consumption. A lot of work has gone into improving the suspension so that the ride should be improved and cornering "more European."

Thus, there are two-stage dampers, which give soft damping over small bumps, and lower roll center heights with anti-roll bars front and rear.

For the Japanese market only, self-leveling suspension is fitted to some models, this being a combination of conventional coil springs with small air springs which are used to maintain the correct ride height.

Also, an extra model, called Vigor, has been introduced for the Japanese Verno dealer network. The Verno dealers currently sell the Prelude, Ballade four-door sedan and Quintet five-door hatchback.

The Vigor will to some extent be an alternative to the Prelude, which has never been a success in Japan.

Competition heats up in small-truck market

By Joseph Bohn
Marketing Editor

New consumer rebates, dealer incentives and heavier ad expenditures have already set the stage for this year's hot competition in the small-truck market.

Ford last week threw some rebate money behind Courier (see Breaking News), and Datsun recently expanded and extended its dealer truck incentives.

Toyota and Mazda have been running incentives, with more expected, while Chrysler is eying special action on its Arrow and D-50 pickups.

All this comes at a time when Chevrolet and GMC are preparing to launch their new smaller S-pickups, and competition will heat up further when Ford and Dodge come onstream with new pickups later this model year.

Currently, import truck sales are off, and inventories are rising. Datsun's truck inventory, despite ongoing incentives, rose to 89 days at Sept. 20, up from 57.9 days a month earlier. Chrysler had about 115 days' supply of Arrows and D-50 pickups on Sept. 20, and Ford over 100 days' supply of Couriers.

During Sept. 1-20, total truck (domestic and import) sales were off 7 percent from the comparable year-ago period, according to industry sources, but within that framework import truck sales, including captives, were off 23 percent.

The drop in import truck sales is attributable to special rebate/interest reduction programs by Detroit's major manufacturers. But it still comes at a time when the Japanese have been marketing aggressively.

• Datsun, which had been running heavy saturation advertising on pickups in the Los Angeles area, for example, has also been giving dealers up to $500 in incentive money under its "4X4 and more" and "4X4 and more . . . plus bucks" programs.

Most recently, Datsun extended these two programs, due to end Sept. 30, to Oct. 4 and allowed dealers to include '82s in with '81s and '80s previously eligible for payments.

Datsun also launched a bonus truck program, paying a flat $200 additional on every truck dealers sell from Sept. 21 to Oct. 4.

Datsun and Toyota reportedly increased their ad budgets on pickups for 1982 to $10 million each, in Datsun's case nearly 25 percent more than '81 and in Toyota's, up about 10 percent.

The Datsun truck effort is the largest cash outlay for any of its individual lines. Nissan spent about $70 million in total U. S. advertising in 1980, according to Advertising Age.

As previously reported, Datsun continues the "We are driven" general ad theme for its vehicle lines, but also created a special "From one tough customer to another" for trucks.

Toyota is likewise making a bigger effort on trucks, with about 10 percent of its total ad dollars. Its budget similarly is up 10 percent from 1981 levels. Toyota spent about $87 million in 1980.

Mazda is running a Sept. 1-Oct. 30 incentive in 18 eastern states offering dealers a $500 prize for attaining 100 percent of a sales objective on pickups.

Import-car problem? No such thing in Japan

DETROIT. — The influx of Japanese cars has become a major problem in many countries, but Japan itself has no difficulties with imported autos.

In August, imports numbered 2,800, or 1.85 percent of total registrations in Japan. For the first eight months of this year, the total was 26,149, or 1.41 percent. In the U. S., import penetration (Japanese and others) was 24.85 percent for August and 27.63 percent for eight months.

Peck a punster on seat-belt ads

ANN ARBOR, Mich.—Raymond A. Peck Jr., NHTSA administrator, showed his sense of humor by telling a group of engineers here about the new seat-belt campaign representing "the best thing my public relations people could come up with."

Peck proceeded to write on a chalkboard: "Don't Put Your * Buckle Up." For those who may have forgotten, this — * — is called an "asterisk."

Two top firms named to roles at World Expo

Services of two top-level firms have been secured to mount the upcoming Automotive News World Expo.

United Exposition Service Co., Inc., will be the show contractor and George P. Johnson Co. will be design consultant. Both firms are nationally known for their show expertise.

Automotive News World Expo will be held Aug. 24-27, 1982, in Detroit's Cobo Hall.

"Appointment of United Exposition Service and George P. Johnson underscores our commitment to bring the highest level of professionalism to Automotive News World Expo," said Tony Merpi, managing director of the event.

"Those two firms are acknowledged to be among the leaders in their field," Merpi said. "Combined with our own efforts, they will make this show a blue-ribbon affair."

George P. Johnson will assist in design and decoration of the show and handle floor plans, the registration area and the theme center. It will also have responsibility for the show manual.

United Exposition Service will be responsible for drayage, assembly of exhibits, show services and customs assistance for overseas exhibitors.

Mazda increase averages $242 on '82 cars

LOS ANGELES.—Mazda has raised U. S. prices an average of $242, or 3.7 percent, on its 1982 cars. The boosts range from $200 to $500. The $242 is on a sales-weighted basis.

The increase is considerably less than the $499 hike posted by Toyota for its cars and the $424 increase announced on Datsun cars for '82.

Mazda prices start at $5,295 for the base GLC three-door hatchback. This model and the Custom and Custom L three-door hatchbacks are up $200.

Other GLC units and all Mazda 626 models have been raised $250, and the increases amount to $300 to $500 on the RX-7 sport coupes.

New prices include $5,995 for the GLC Custom station wagon, $6,245 for the GLC Custom four-door sedan, $7,245 for the 626 Sport four-door sedan and $7,545 for the 626 Sport coupe.

RX-7 prices start at $9,695 for the S coupe. The GS is $10,295 and the luxury GLS is $11,895.

Diesels big in Belgium

BRUSSELS. — Diesels took 12.4 percent of the Belgian new-car market in 1980, compared with 4.3 percent in the U. S., according to International Business Reports.

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Fraud squad zeroes in on European car pricing

By Richard Feast
European Editor

An ugly row is simmering in Europe over what could amount to $300 million worth of new-car sales each year.

It has been coming to a boil since spring, when the sudden disappearance of a con man attracted the attention of the Scotland Yard fraud squad in London.

It brought into the open once more the sensitive question of comparative car pricing in various European countries, and led to an accusation of cartel-fixing between the United Kingdom government and industry.

The affair revolves around the fact that new-car prices in the UK are a lot higher than in most European countries, and Belgium and West Germany in particular.

Part of the reason can be attributed to different specifications in various countries. A GL model, for instance, may have a tachometer as standard in one country and an extra in another.

National taxes differ, too. In Germany the Value Added Tax (V.A.T.) is 13 percent. In Belgium it is 25 percent, and in France a whopping 33.3. In the UK and Holland, it is 15 percent.

Other purchase price levies may be made as well. In the UK, there is a special car tax of 10 percent. In Belgium, there is an additional 10 percent on cars over 2.5 liters or with engines producing more than 155-HP. Holland levies an extra 18 percent on cars up to $8,000 and 19.5 percent over that figure.

As a result, comparing like for like in various countries, especially when exchange rates are constantly changing, is fraught with pitfalls.

• Nevertheless, a recent survey found that in the UK a Volvo 244GL — a nice "neutral" car — cost the equivalent of $15,000. In France it was $11,000, in Switzerland $9,800, in Austria $9,150 and in Germany $8,150.

At the cheaper end, one of Ford's Escort XR3s cost $10,400 in the UK, $7,800 in Austria, $7,750 in France, $7,350 in Switzerland and $6,500 in Germany.

The more expensive the car, the bigger the differences: A Mercedes-Benz 380-SE goes for $33,700 in the UK, $28,300 in France, $26,200 in Austria, $22,500 in Switzerland and $19,200 in Germany.

Even bearing in mind the variables about exchange rates, taxes and specifications, the customer bargains were self-evident.

None of this was new. The general level of pricing was established long ago by the dominant domestic manufacturers. In the UK, because the makers were inefficient, they needed to charge high prices.

In neutral countries like Belgium and Switzerland, where the competition among importers was strong, prices were held back. They also were in countries which had efficient industries, such as Germany.

It was one of the reasons why manufacturers were keen to start exports to the UK, because they knew the rewards could be high. As a result, it was one of the contributing factors in the high level of import penetration in the country — recently running at 60 percent, more lately at 55 percent.

The country is unique in Europe in having extraordinarily high levels of sales to company fleet operators. There are no official figures, but 70 percent is a widely accepted proportion.

Company car operators are able to offset their purchase against tax. Thus, if liquidity is good, paying $12,000 for a car is not a great deal more painful than paying $10,000. It was a state of affairs which exaggerated the differences in prices between the UK and the rest of Europe.

But under Common Market regulations there is a loophole. It is perfectly legal for a UK buyer to buy a right-hand drive car in Brussels — the center of much of this activity — drive it to a channel port, pay all the UK taxes and subsequently reregister it for use in the UK.

A person doing all that, for instance, would end up paying the equivalent of $15,750 for a Rover 3500 sourced from Belgium. The list price for the model at a UK dealer is $20,650.

A Renault 20TX bought in the same manner would cost $11,350 compared with $14,000. A Mercedes-Benz 280 would be $23,200 compared with $28,000.

• Working in favor of such action recently was the rise of sterling against other European currencies in exchange rates.

The recent lifting of exchange controls, making movement of capital around the world possible once more, was another factor in the rise of this traffic, estimated to amount to around 30,000 units annually.

The affair was brought to a head earlier this year when a West German businessman established an office in London and offered to bring in cars for UK customers from Belgium and Germany. It was all perfectly legal and above board.

What was less legitimate was the practice of taking lots of deposits from customers eager to save a few pounds — and promptly doing a bunk with them. The fraud squad is now investigating.

But it did serve to bring the business to public attention, much to the chagrin of UK dealers, official importers and domestic manufacturers. As far as they were concerned, it meant lost business.

They are now lobbying for a tightening of the regulations. One suggestion is that a car bought in, say, Belgium, would have to be used there for six months before being allowed into the UK.

The suggestion upset a group of Brussels dealers, who tried to establish, through lawyers, whether the practice would be against Common Market rules.

No dealer in the Common Market can refuse to take an order for a car from a citizen of a member state. A UK customer could order a car in Cologne rather than from the local dealer in Coventry, pay all the dues, import it legally and still make a saving.

But car makers are anxious to maintain the status quo. The UK is profitable for everyone except the customer, from maker to importer to retailer. It is better to have that order coming through where profits are greatest.

One result is that, all of a sudden, right-hand-drive models ordered on the continent are carrying a premium price over regular left-hand-drive ones.

One UK member of the European Parliament calls moves to tighten regulations as "an unholy alliance of British car manufacturers and distributors."

REGISTRATIONS OVERSEAS

WEST GERMANY
Cars

	7 mos., 1981	7 mos., 1980
Alfa Romeo	8,532	10,068
BL	3,888	4,003
BMW	84,993	94,869
Daihatsu	5,529	2,305
Datsun	27,070	29,639
Fiat Auto	59,891	57,132
Ford	194,165	163,779
General Motors	250,690	271,323
Honda	23,327	28,179
Lada	4,259	3,864
Mazda	28,792	27,898
Mercedes-Benz	150,261	156,028
Mitsubishi	32,293	24,151
Nuova Innocenti	1,013	1,439
Peugeot SA	66,728	79,506
Porsche	6,614	6,995
Renault	65,326	76,145
Saab	1,903	1,651
Skoda	1,133	1,409
Subaru	937	.....
Suzuki	4,697	2,485
Toyota	34,629	36,679
VAG	458,869	506,687
Audi	105,090	149,194
Volkswagen	353,779	357,493
Volvo	9,260	11,335
Others	1,996	2,179
Total	1,526,795	1,599,748

UNITED KINGDOM
Cars

	8 mos., 1981	8 mos., 1980
Alfa Romeo	5,220	7,433
BL	209,479	197,829
BMW	12,971	9,892
Daihatsu	1,978	872
Datsun	70,681	77,134
Fiat Auto	44,285	39,847
Ford	332,997	347,712
FSO (Polski)	1,433	3,192
General Motors	92,477	104,392
Honda	10,999	19,074
Jeep	61	84
Lada	10,430	10,376
Lotus	219	269
Mazda	13,828	11,044
Mercedes-Benz	7,746	6,448
Mitsubishi	9,228	7,511
Panther	31	76
Peugeot SA	86,598	110,134
Reliant	266	522
Renault	52,852	66,767
Rolls-Royce	986	1,032
Saab	6,716	5,427
Skoda	6,061	6,119
Subaru	2,293	2,026
Toyota	17,716	27,652
VAG	58,875	49,804
Volvo	30,608	28,327
Others	4,883	3,175
Total	1,092,005	1,144,178

Trucks, buses

BL	28,041	41,041
Daf	1,076	1,307
Daihatsu	1,873	1,784
Datsun	4,919	5,683
ERF	759	1,788
Fiat Auto	2,072	1,446
Foden	389	887
Ford	45,877	64,717
FSO (Polski)	195	441
General Motors	21,900	29,864
Hestair-Dennis	345	349
Honda	2,651	2,482
IVECO	1,061	1,993
Jeep	90	93
MAN-VW	3,057	4,119
Mazda	2,523	1,186
Mercedes-Benz	3,614	3,961
Mitsubishi	1,415	650
Peugeot SA	9,477	12,500
Renault	1,942	1,574
Scania	608	862
Seddon-Atkinson	1,366	2,472
Subaru	1,107	622
Toyota	3,834	4,384
VAG	3,577	5,188
Volvo	1,897	2,765
Others	2,831	2,294
Total	148,506	196,460
Total vehicles	1,240,511	1,340,638

SWEDEN
Cars

	8 mos., 1981	8 mos., 1980
Alfa Romeo	312	338
BL	41	197
BMW	1,804	1,673
Daihatsu	594	507
Datsun	2,769	3,346
Fiat Auto	2,258	3,580
Ford	14,184	10,923
General Motors	10,904	12,843
Honda	2,507	3,153
Lada	1,994	1,909
Mazda	6,072	4,760
Mercedes-Benz	3,634	4,006
Mitsubishi	1,210	.....
Peugeot SA	4,261	5,733
Porsche	75	72
Renault	1,770	3,370
Saab	16,083	17,332
Skoda	209	163
Toyota	3,717	5,425
VAG	14,446	15,250
Volvo	30,234	33,157
Others	11	15
Total	119,089	127,752

Lots of Ladas flow from River Volga plant

The six-millionth Lada recently was produced at the Volzhsky Motor Works in Togliatti, reputed to be the largest auto plant in Europe.

The factory — constructed 11 years ago on a greenfield site on the banks of the River Volga 600 miles southeast of Moscow — produces more than 2,500 cars a day. That amounts to one every 20 seconds.

Two-thirds of production goes for sale inside the Soviet Union, and the remainder is exported to 75 countries throughout the world.

Last year's output was reported to be 750,000 vehicles. The average age of the 100,000 workers is put at 26 years. One-third of them are women, all working a 41-hour, five-day week in two shifts.

Lada sedans and wagons are based on the old 124 model designed by Fiat, which was responsible for erecting the Togliatti factory.

Though now an old design, the Lada sells in reasonable quantities in western Europe, thanks mainly to its competitive pricing. It accounts for between half and one percent of new car sales in large national markets like West Germany, France and the UK.

Strada Corp. of the U. S. holds the concession in West Germany and the UK.

The front-wheel-drive replacement, which seems continually to be just around the corner, is now believed to be scheduled for a 1983 launch.

Code-numbered 2108, the hatchback is reputed to have been developed with the aid of Porsche's R&D facility at Weissach. Porsche will not comment, but such an association would bring enormous kudos to a company like Lada that makes technically second-class products.

Recent reports from western component manufacturers suggest that the Soviet Union is gearing up for a major export push using a whole series of new generation front-wheel-drive autos.

If true, their arrival in the mid-1980 will give western manufacturers additional problems maintaining market shares. Cars from the Communist bloc share one thing in common with those of their Japanese counterparts—they are competitively priced, though not for the same reasons.

In addition to vehicles built at Togliatti (ranging in capacity from 1.1 to 1.5 liters), sources say a 1-liter will be made at Zaz in the Ukraine and a 1.6-liter-plus will be made at Azlk, Moscow.

Fastest fire engine in the world? Jaguar cars in England has prepared a high-speed pursuit version of its XJ5.3 sedan in connection with a land speed record attempt by Richard Noble on Utah's Bonneville Salt Flats in October. Jaguar will try to set the record for fastest fire engine in the world at the same time. In background is Noble's jet-powered Thrust 2.

Automotive News EXTRA
OCTOBER 5, 1981

DETROIT

The heartland's pulse starts pumping

By Roger Rowand

"Frigidaire built its first truck last Tuesday."

That's not the raving of a wild-eyed wacko. Nor is it the muttering of some would-be Charles Kettering who's crossed a refrigerator with a pickup.

Actually, it's a perfectly rational comment by the Honorable Harold L. Johnson, mayor of Moraine, O., a small Midwestern town that sounds like a sick-headache, but is a remedy for what's ailing America's automotive industry.

Mayor Johnson's reference to a Frigidaire truck, facetious as it may sound, is more fact than fancy. He was referring to the production on Aug. 25 of the first small S10 truck turned out by Chevrolet, at the site of what once was a huge Frigidaire facility just southeast of Dayton.

In 1979, White Consolidated Industries agreed to buy the Frigidaire operations, but GM decided to retain the vacated appliance-manufacturing property and put it to automotive use.

One section of the former Frigidaire complex is now a pickup truck assembly plant. Just across the street is a busy engine plant where spanking-new six-cylinder, 6.2-liter diesels are being machined, assembled, tested, crated and shipped for installation in GM vehicles.

Moraine's move out of appliances and into trucks and engines represents more than a product switch by GM. It is a symbol of the rapidly changing worldwide automotive scene.

Robert D. Lund, Chevrolet general manager, put it this way at the 1981 Automotive News World Congress in Detroit: "If there's a symbolic turning point in our battle against foreign competition, it's Moraine in the summer of 1981.

"With a population of 5,001, the Dayton suburb epitomizes our battle against foreign competition, our drive to keep jobs in this country."

In building a case for that observation, Lund traced the history of "the rich and fertile land of Ohio, the very heart of America, that first attracted the pioneers."

In the early part of the century, he pointed out, the area became a technological leader of the industrial revolution. Later it housed the laboratory of the great automotive inventor, Charles Kettering, became the home of National Cash Register and the center of aviation.

During World War II, Lund noted, "we beat the enemy with goods made in the industrial heart of Ohio, and the Ohio Valley — but then some of the plants grew old."

• As Lund tells it, eventually some of the goods made in mid-Ohio could be produced less expensively elsewhere, even on the other side of the globe. Dayton and Moraine, like Detroit, Flint and other parts of the Midwest, suffered from production cutbacks and high unemployment.

"But now we're witnessing a turning point," says Chevrolet's general manager. "As part of GM's $40 billion product and plant investment program, we made an important decision—to continue to use the tools and skills of mid-Ohio and bring out a brand new small truck for Chevrolet, produced in Moraine."

Called the S10, the compact-sized pickup enters the marketplace in November. Notes Lund: "It will provide better value than the imports, not just because of the millions of dollars worth of sophisticated manufacturing and assembly technology we've got, or because it's a superior design, which it is, but because of the values and ethics of the thousands of Chevrolet people who are building it."

Lund describes what's happening in Moraine as "a kind of common purpose — a coming together of labor, management, government and community, all pulling toward a common goal."

He declares: "It's happening throughout the heartland of our industrial Midwest."

That may sound like typical rah-rah bluster by Lund, Detroit's resident automotive cheerleader. Still, the new Chevy pickup seems destined to be one of those rare "right products at the right time."

Chase Econometrics, economic forecasting subsidiary of Chase Manhattan Bank, predicts big things in the market for domestically produced trucks such as the S10 and its GMC Truck and Coach Division running mate, the S15.

That pair will be followed soon after by Chrysler Corp.'s little Rampage. Ford Motor Co.'s entry, the Ranger, goes into production in January and on sale in March.

In November, 1979, Volkswagen of America began building a Rabbit-based pickup, which went on sale in significant numbers early in 1980 as an '80 model.

Chase contends American-made products will capture over 21 percent of the total U. S. pickup market in the '82 model year, whacking the share of imports in half, from 30 to 15 percent.

About 400,000 American units are expected to be sold in the '82 model year and more than 600,000 in model year 1983, thereby adding 12,000 jobs in 1982 and 19,000 jobs in 1983 to U. S. employment rolls.

• "Our forecasts indicate the new small pickups will be the most effective import fighters Detroit has ever developed, as measured by recapture of market share," says William Pochiluk, vice president of automotive services at Chase.

"They will begin to be introduced this fall, when the automotive market in general and the light-truck market in particular will be on the road to recovery. They will be positioned in the small segment of the light truck market. That segment has shown the most rapid growth in the last five years, but has so far been the exclusive domain of overseas manufacturers," Pochiluk says.

The small truck market originally was created by sales drawn from both passenger cars and full-size pickups. Although future movement from full-size pickups will accelerate, further draw from passenger cars is unlikely, it is believed.

"Primary objectives of the new domestic small trucks are to recapture truck sales lost to imports and to provide an insurance policy against future energy disruptions," observes Pochiluk.

"Our analyses indicate the new American small pickups will compete successfully against imported small trucks and will win acceptance based on product design and the distribution and service network.

Continued on Page E-5

A sunny Dayton skyline symbolizes a bright turning point in the industrial fortunes of mid-Ohio and the U. S. automotive industry.

S10 takes a test spin at GM's Milford, Mich., proving ground.

Jim Plagus

Heartland

Continued from Page E-2

The Japanese are expected to react with low prices, with domestic manufacturers ultimately to follow suit."

Moraine and the Frigidaire plant made their first big mark in the industrial world with output of the famed DeHavilland bomber-observation plane in World War I. A total of 4,846 of those Liberty-engine-powered aircraft were built and 3,106 of them flew out of Moraine.

Today, Moraine is a healthy, steadily growing little town of about 350 small businesses and 6,000 residents. Mayor Johnson and other leaders had to move mountains of red tape and governmental Catch 22s to raise the $12.5 million Moraine needed to meet its part of a deal with GM.

Moraine's movers and shakers, led by Johnson, crammed into two years clearances, environmental impact statements and departmental approvals that government people say normally would take six to eight years.

GM was granted local abatement for 12 years on its thoroughly rebuilt and modernized Moraine property. The return to Moraine and the greater Dayton area should be tremendous.

"We'll be at the front end of technology, at the cutting edge with trucks and diesel engines — not building 1940 small cars. There's pride and excitement here. It's been years since this community had final assembly," gushes C. R. (Chuck) Wiesman, executive vice president and general manager of the Dayton Area Chamber of Commerce.

• Says Mayor Johnson:

"The plant was closed down, inoperative, no action of any kind at all for over a year. Now there's 2 million square feet in the truck assembly plant and 900,000 square feet in the engine plant. Both are partly new construction, with the rest reconstructed. A second floor was added to the assembly plant.

"Our major concession was to agree to build a highway support system to accommodate employe traffic and incoming and outgoing freight traffic, truck and rail.

"That also meant making land available, building bridges, a new exit on Interstate 75 and new roads to it," he says.

"It was estimated that with two full shifts, about four miles of rail cars would be coming or going every day," notes Johnson, who stands for reelection next month.

"A drainage system also was very expensive, a major expense," he says. A lot of work was funded by the Economic Development Administration, the Economic Recovery Administration and Ohio Department of Transportation."

The industrial morsel those agencies were attempting to put on Moraine's platter is a tasty one. At a total cost of $1 billion, it was the largest GM investment for a single project—a new plant or renovation.

It is bringing work for 3,000 employes — 600 of them white collar — who will turn out 800 trucks and 480 engines a day on one shift. Most employes are recalled Frigidaire workers, and most are represented by the International Union of Electrical, Radio and Machine Workers (IUE).

Diesel engines built in Moraine won't go in the small pickups, which have four-cylinder gasoline power, but are shipped to other assembly plants for installation in other GM vehicles.

Moraine, after the tax abatement, expects $1.3 million a year in payroll taxes and $1.1 million in corporate income taxes to flow from the reconstruction.

Manager of the engine plant is Wallace G. Uren, 48, a graduate of Michigan Technological University, Houghton. He served with Chevrolet as a college graduate in training at Bay City, Mich., and worked in St. Louis, at the Chevy central office and in Massena, N.Y., and the Tonawanda casting plant before moving to Dayton in 1980.

The truck assembly plant is managed by Richard E. Acosta, 49, who had been at Chevy operations in Detroit, Tonawanda, Massena and Buffalo. Acosta attended Clarkston College of Technology, Erie County Technical Institute and the University of Michigan.

1981-83 U.S. Outlook for Pickup Trucks

(Model Years — October through September)

	1981 Units Sold (000)	1981 Share (%)	1982 Units Sold (000)	1982 Share (%)	1983 Units Sold (000)	1983 Share (%)
Full-Size	1052	69.6	1209	64.1	1527	60.2
Foreign Small	460	30.4	275	14.5	404	15.9
Domestic Small	0	0.0	403	21.4	606	23.9
TOTAL	1512	100.0%	1887	100.0%	2537	100.0%

Source: Chase Econometrics

Microwave technology helps build Moraine diesel engine

The new 6.2-liter V-8 diesel engine built in Moraine, O., will be offered in 1982 model Chevrolet light-duty pickups, Suburbans, Blazers and forward-control chassis.

"The new engine — developed by Chevrolet specifically for GM truck use — is designed to deliver the pulling power typically associated with comparable-size gasoline engines and the fuel economy and service life inherent in the diesel concept," says Robert D. Lund, Chevrolet general manager.

"This is a heavy-duty diesel engine," Lund adds. "It will provide our customers with the power and load-hauling capability of Chevrolet's gasoline-powered trucks with the diesel's traditional fuel economy advantage. The engine is ideal for city delivery, stop-and-go work with considerable idle time, extended highway driving and trailering of up to 13,500 pounds."

EPA estimates — in different applications — rate the engine from 18 MPG city to 31 highway.

• The diesel is built at Chevrolet's new Moraine engine plant, where microwave technology is incorporated for the first time in the ignition timing procedure of every diesel engine produced.

The procedure assures precision and consistency of the combustion process and helps the engine meet stringent federal and California emissions regulations, Chevrolet says.

The engine features a Stanadyne mechanical fuel injection system with Bosch pintle-type injector nozzles and a Ricardo-type pre-combustion chamber. Compression ratio is 21.5:1.

Other design features include: Forged steel connecting rods, forged steel camshaft, roller hydraulic valve lifters, dual strand chain camshaft drive, cast iron cylinder heads, nodular iron crankshaft and torsional damper, four-bolt main bearing caps and nodular iron exhaust manifolds.

Seventeen bolts (five per bore) secure the cylinder heads. A fast-action glow plug and a block heater are standard equipment.

Oil and filter changes are required each 5,000 miles for engines in vehicles of less than 8,500 pounds gross vehicle weight, or each 3,000 miles for heavier-duty applications.

The bright red engine with its distinctive barrel-shaped air intake is available in all two and four-wheel-drive half-ton, three-quarter-ton and one-ton pickups; Suburbans; one-ton chassis cabs, and four-wheel-drive Blazers.

Later in the 1982 model year, the engine will be available in step vans, and commercial and motor home chassis.

Jim Piegus

Crew cab version of Chevy's small truck prepares for '82 introduction.

Switch from appliances to trucks takes training

MORAINE, O. — When Chevrolet dedicates its new engine and assembly plants here Oct. 14, Chevrolet General Manager Robert D. Lund will share ribbon-cutting honors with James A. Rhodes, governor of Ohio.

Rhodes' presence at the event is more than a formality, since the State of Ohio assisted Chevrolet in developing a unique training program for all recalled employes.

"We think this special training is the way to get from the appliance business to the small truck and diesel engine business," says George B. Albrecht, personnel director for the plant complex. "Because of the complete changeover, people are doing very different jobs than when they left, and we wanted to prepare them for the jobs ahead of them."

Richard E. Acosta

Wally G. Uren

With both plants now working one full shift, 3,000 employes—about half the number left jobless when Frigidaire stopped production in mid-1979—are back on the payroll. Before ever setting foot on the plant floor, they all report to their respective plant's training center, where they complete a comprehensive training program.

In developing this program, the plants entered into a cooperative arrangement with Ohio's Department of Vocational Education and Department of Economic and Community Development.

Under this arrangement, the state provides the services of a full-time on-site consultant and loans the plants classroom furniture and audio-visual equipment. State assistance also helped defray the costs of preparing training manuals and video tapes.

• Training at both plants consists of a combination of textbook and video tape instruction, "hands-on" demonstrations and training in communications and inter-personal skills. Each plant developed its own curriculum, and each has a different emphasis.

Employes at the assembly plant, for example, complete their training in one 40-hour week, 20 hours of team-building skills training and 20 hours of "how to assemble a truck."

"Since we use the team-building philosophy throughout the plant, we decided to use our training time to emphasize the skills needed to make this management style a success," says Richard E. Acosta, plant manager.

For the "how to" instruction, employes use training manuals and view video tapes showing various operations at other assembly plants. This classroom instruction is supplemented with instruction in demonstration rooms, where employes try out a particular operation. Each demonstration room is furnished with the necessary truck parts and equipment needed for a particular job, such as trim, chassis or paint.

At the engine plant, the instruction—80 hours of it—concentrates on specific assembly operations supplemented with an orientation about the various plant departments and their responsibilities.

"We decided to emphasize machining and assembly operations, since diesel engines require a lot of precision work," says Wally G. Uren, plant manager. "So our employes study subjects like metrics, tool sharpening, geometric tolerancing and cutter grinding."

As at the assembly plant, textbook and video tape instruction is supplemented with hands-on instruction. Employes assemble and tear down engines to learn about the various components and assembly operations.

At the end of the program, each employe completes a vocational questionnaire, detailing their skills and previous experiences, as well as their preference for work assignment. The questionnaire, employes' performance, and plant needs determine where a person is assigned.

"Instead of a diploma, each employe leaves the training center with a more durable reward — a new job," Albrecht says.

Economist sees benefits for U. S. auto makers

Janeway touts tax-loss swapping

By Edward Lapham
Financial Editor

DETROIT. — There is even more potential benefit in swapping tax losses than management of loss-ridden U. S. auto makers realizes, economist Eliot Janeway told the Economic Club of Detroit.

Janeway, president of Janeway Publishing and Research Corp., said a provision originally suggested by him and then included in the Economic Recovery Tax Act allows corporations with tax losses to swap them to profitable corporations which can use tax credits.

He said that although Ford, Chrysler and General Motors have lawyers pursuing the matter, they should be more aggressive.

Chrysler, for example, should require profitable customers which acquire their tax loss credits to make fleet purchases at premium costs and suppliers should be required to sell components at a reduced rate as well as delay billing for six months, he said.

"Washington's budget crisis is offering Detroit a business opportunity to renegotiate the auto industry's terms of trade with its more profitable suppliers, customers and bankers."

He predicted Congress will reopen the tax act to reduce tax cuts to reduce a looming deficit. At that time, he said, Congress should add these stiffer requirements to the law.

"We have the 'quid' but not the 'quo'," he told the press.

The general tone of the speech blasted Reaganomics in general, and specifically the ideas and policies of budget director David Stockman.

Janeway called Stockman a "crackpot" and referred to his tax-cut/budget-cut programs as "crazy" and "loony."

Aguire's Auto Auction opening in California

NORWALK, Calif. — Aquire Corp. has formed Aguire's Auto Auction, which will conduct sales for dealers on Thursdays beginning in mid-October.

Hal Schneider will be manager of the auction. He formerly was assistant manager and vice president of the Los Angeles Dealer Auto Auction. Aguire will continue its sealed bid auction for dealers on Tuesdays.

The economist also attacked other figures. He blamed the administration of former President Jimmy Carter, whom he called a "nut," for much of Detroit's trouble.

At the press conference, he also blasted former GM chairman Thomas A. Murphy, calling him "Dumbbell Tom," and saying he "rolled over" and went along with Carter's "design of these enclosed motorcycles which were supposed to fight the oil shortage."

Janeway said the U. S. should mobilize its economy. He said that Wall Street had already judged Reganomics a failure and that it is time to make the necessary changes.

"I believe in the emancipation proclamation," he said. "I want to free my president from Stockmanism."

factories list auction dates

Chrysler Corp.

Oct. 6—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Inc., Chicago, and NuCar Prep System, Santa Fe Springs, Calif.

Oct. 7—Columbus Fair Auto Auction, Obetz, O.

Oct. 9 — Floyd Hauhe Auto Auction, Bridgeton, Mo.

Oct. 13—Aptco Auto Auction, Taylor, Mich.

Oct. 14 — Minneapolis Auto Auction, Minneapolis.

Oct. 15—Golden Gate Auto Auction, Fremont, Calif.

Used car sales
Auction Averages

October to date	$4,618
Month ago	$4,642
Year ago	$3,788

Model breakdown
Auction Averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1981	$7,840	$7,548	$8,434
1980	5,808	5,814	6,130
1979	4,954	5,051	5,122
1978	3,739	3,963	4,031
1977	3,036	3,045	3,160
1976	2,105	2,122	2,413
1975	1,625	1,587	1,567
1974	1,379	1,180	1,248
Overall Average	$4,618	$4,321	$4,548

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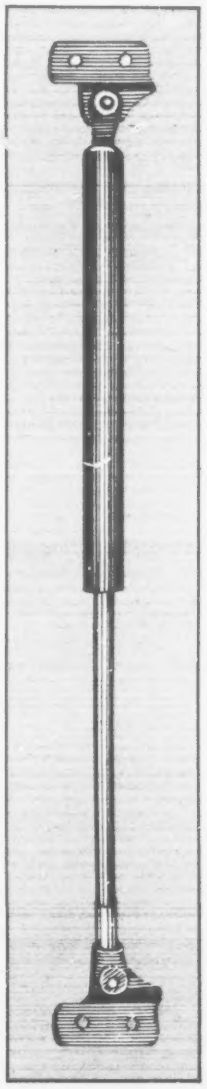

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Makers schedule 1.5 million cars, down 12 pct.

4th-quarter production to trail 1980

By Patricia Hoffman
Staff Writer

There are rough waters ahead for the U. S. auto makers during the final three months of 1981 with four-quarter production forecasts showing a decline of almost 12 percent from the comparable 1980 period.

A drop in output is expected by all the domestic auto manufacturers this quarter. Production is slated at only 1,508,081 units, a drop of 11.87 percent from the 1,711,145 completed in the same period last year.

General Motors has forecasted 975,000 units for the fourth quarter, a drop of 6.66 percent from 1,044,548 cars completed in the comparable 1980 period. Ford Motor expects to build 343,000 cars, down 9.86 percent from 380,531; Chrysler Corp., 125,000, down 36.76 percent from 197,666; Volkswagen of America, 43,616, down 15.55 percent from 51,648; American Motors, 21,200, down 40.94 percent from 35,895, and Checker Motors, 265, down 69.08 percent from 857 completed in the final three months last year.

The auto makers are also expecting a decline for October, slating only 539,629 units. This is 20.06 percent below the 675,001 cars completed in the comparable 1980 month.

Breakdown for the October forecast is: GM, 330,000, down 17.71 percent from 401,018 last year; Ford, 130,000, down 10.03 percent from 144,499; Chrysler, 55,000, down 41.17 percent from 94,356; VWoA, 16,544, down 18.55 percent from 20,311, AMC, 8,000, down 44.48 percent from 14,408, and Checker Motors, 85, down 79.22 percent from 409.

• Year-to-date output last week reached the 5-million point, two week's earlier than in 1980. The domestic auto makers completed their 5-millionth car on Oct. 1. In 1980, the total wasn't reached until Oct. 14.

To date, the makers have assembled 5,041,674 units this year, up 5.28 percent from the 4,788,661 cars completed in the comparable period of 1980.

Last week's production was estimated at 113,615 units, up a fraction from 112,634 the previous week, but down 16 percent from 135,250 in the comparable 1980 week.

Breakdown for the week by company is: GM, 63.36 percent; Ford, 22.21 percent; Chrysler, 11.09 percent; VWoA, 3.31 percent and Checker Motors, 0.03 percent.

AMC's Kenosha assembly point was idle last week (Sept. 28) for inventory control. The plant is slated to resume operations today (Oct. 5).

GM's Framingham, Tarrytown and Oklahoma City facilities all resume production today after being idle for changeover.

Downtime was scheduled last week at GM's Fremont, Leeds and Van Nuys facilities. The plants are slated to remain idle this week.

Saturday overtime was scheduled last week (Oct. 3) at GM's Lansing (full size car) point. The plant had two shifts working overtime.

Chrysler's Belvidere assembly plant resumed operations last week. The facility was idle one week for inventory control.

Chrysler's Newark point returns today. The plant was down last week for inventory adjustments.

Daily overtime was scheduled last week at Ford's Wayne and Metuchen facilities. Both plants worked two-10 hour shifts.

Also at Ford, downtime was scheduled last week at the Kansas City and Chicago facilities.

Truck production increases as Chrysler plants resume

The return of Chrysler's Warren plant last week helped U. S. truck output stay slightly above that of the previous week, despite the scheduled downtime at three Ford and one General Motors assembly points.

Last week's truck assembly was targeted at 29,808 units, a gain of 1.76 percent from the 29,293 trucks in the previous week, but down 26.16 percent from 40,368 in the comparable week last year.

So far this year, the truck manufacturers have assembled 1,281,837 units, up 10.90 percent from 1,155,847 in the comparable period last year.

Three Ford truck facilities were down last week (Sept. 28) for inventory control. They were Kansas City, Norfolk and Twin Cities.

General Motor's Pontiac (truck and coach) point remained idle last week for inventory adjustment. The plant went down Sept. 7.

Chrysler's Warren truck plant returned last week after being idle a week for inventory control.

American Motors' Toledo (Jeep) facility will be idle this week to balance inventories. The point is scheduled to resume operations Oct. 12.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 3, 1981	Week Ended Oct. 4, 1980	Week Ended Sept. 26, 1981	Sept. Est.	Jan. 1 to Oct. 4, 1980	Jan. 1 to Oct. 3, 1981
CHEVROLET	8,348	10,925	6,006	25,336	333,668	365,770
DODGE/PLYMOUTH	2,100	3,300	.....	4,652	102,901	71,074
FORD	10,229	16,684	16,445	61,506	416,346	492,868
GMC	3,416	4,201	1,533	10,215	120,435	130,041
INTERNATIONAL	1,325	1,985	1,237	6,014	49,294	56,740
MACK	940	520	622	1,186	20,898	32,600
JEEP	.....	327	.....	.....	18,005	.....
AMC CORP.	2,000*	1,739*	2,000*	8,800*	58,814*	78,188*
VOLKSWAGEN	50*	87*	50*	220*	5,761*	3,036*
MISCELLANEOUS	1,400*	600*	1,400*	6,160*	29,725*	51,520*
Total Trucks, U. S.	29,808	40,368	29,293	124,089	1,155,847	1,281,837

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 3, 1981	Week Ended Oct. 4, 1980	Week Ended Sept. 26, 1981	Sept. Est.	Jan. 1 to Oct. 4, 1980	Jan. 1 to Oct. 3, 1981
CHRYSLER CORP.	.....	1,888	2,132	7,370	37,843	62,838
FORD MOTOR	540	4,352	3,103	11,148	139,078	110,846
GENERAL MOTORS	5,937	6,235	4,610	16,642	183,403	205,484
AMERICAN MOTORS	.....	.....	.....	.....	11,644	.....
INTERNATIONAL	208	295	263	1,077	13,109	8,881
MACK	.....	40	.....	.....	1,683	.....
Total Trucks, Canada	6,685	12,810	10,108	36,237	386,760	388,049
N. American Trucks	36,493	53,178	39,401	160,326	1,542,607	1,669,886

†—How includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles. AM General will no longer be figured in with North American trucks.

Canadian output for year drops below 1980 total

For the first time in 14 weeks, the year-to-date output for the Canadian auto makers has dropped below that of the comparable 1980 period. The auto manufacturers assembled 627,900 cars through Oct. 3, a decline of 0.55 percent from the 631,392 units completed through Oct. 4, 1980.

The last time the makers were below the 1980 year-to-date output was the week ended June 27.

Auto production last week was targeted at 15,129 units, 14.44 percent above the 13,220 cars completed in the previous week, but a drop of 28.63 percent below the 21,198 cars in the comparable 1980 week.

Truck production last week was estimated at 6,685 units, down 33.86 percent from 10,108 the previous week, and a substantial decline of 47.81 percent from the 12,810 built in the comparable 1980 week.

So far this year, the truck manufacturers have assembled 388,049 units, up a fraction from 386,760 in the comparable period last year.

General Motors' Oshawa (No. Two) car facility remained idle last week for model changeover. The point, which closed Aug. 6, is slated to resume operations Nov. 9.

Ford Motor's St. Thomas car point was also idle last week. It was the fifth consecutive week of downtime for the facility. The plant closed Aug. 28 for changeover and inventory control.

Also at Ford, the Oakville (LTD) assembly point is completing preparations for the addition of a second shift which is to begin Oct. 13. There have been 1,200 workers called back from temporary layoff to operate the additional shift.

Chrysler's Windsor car facility returned last week (Sept. 28) after being idle for inventory adjustments. The point went down Sept. 21.

Ford's Ontario truck facility will remain idle this week (Oct. 5) for inventory control. The plant closed Sept. 28.

U. S. CAR PRODUCTION

	Week Ended Oct. 3, 1981	Week Ended Oct. 4, 1980	Week Ended Sept. 26, 1981	Sept. Est.	Jan. 1 to Oct. 4, 1980	Jan. 1 to Oct. 3, 1981
AMERICAN MOTORS	.....	3,478*	2,000*	7,600*	131,846*	97,572*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	12,600	17,580	10,465	54,845	453,339	605,611
Plymouth Total	5,000	8,220	4,406	26,634	207,026	311,850
Horizon	2,900	3,350	.....	9,848	122,172	120,784
Reliant	2,100	4,700	4,406	16,786	14,775	181,479
Volare	.....	.....	.....	.....	51,740	.....
Caravelle	.....	100	.....	.....	4,958	2,139
Gran Fury	.....	70	.....	.....	13,381	7,448
Chrysler Total	2,400	1,900	1,519	4,189	59,194	27,247
LeBaron	2,400	1,300	1,519	4,189	47,078	22,385
Chrysler	.....	600	.....	.....	12,116	4,862
Dodge Total	5,200	7,460	4,540	24,022	187,119	266,514
Omni	3,000	2,800	.....	8,980	104,172	105,064
Aspen	.....	.....	.....	.....	36,899	.....
Aries	1,300	3,800	3,646	12,681	12,187	142,403
Diplomat	.....	700	.....	.....	22,977	12,644
Dodge 400	900	.....	894	2,361	.....	2,721
St. Regis	.....	160	.....	.....	10,884	3,682
FORD MOTOR	25,238	23,318	33,008	127,204	940,405	1,073,423
Ford Division	16,347	15,504	23,112	87,248	676,836	732,835
Escort	9,666	5,446	9,490	39,678	24,709	285,726
Pinto	.....	.....	.....	.....	68,179	.....
Fairmont	670	2,952	3,873	14,150	170,903	148,156
Must./Must. II	4,199	1,210	4,665	14,816	183,277	128,910
Granada	935	3,797	4,068	14,305	70,378	75,619
Thunderbird	877	.....	1,016	4,299	90,673	53,538
Ford	.....	2,099	.....	.....	68,717	40,886
L-M Division	8,891	7,814	9,896	39,956	263,569	340,588
Mercury Total	7,266	6,162	8,251	34,150	229,706	294,696
Bobcat	.....	.....	.....	.....	12,445	.....
Lynx	3,192	1,902	3,283	12,986	8,035	98,503
Capri	1,000	407	756	3,380	54,229	42,535
Zephyr	80	904	767	2,959	55,852	43,557
Cougar/Monarch	323	.....	1,192	4,864	16,409	35,068
XR-7	711	1,659	552	2,945	42,979	25,713
EXP	224	.....	49	312	.....	402
Mercury	1,614	1,290	1,626	6,532	39,757	48,697
LN7	122	.....	26	172	.....	221
Lincoln Total	1,625	1,652	1,645	5,806	33,863	45,892
Continental ('82)	798	.....	822	2,376	.....	3,221
Lincoln	444	688	457	1,803	13,956	20,957
Mark VI	383	964	366	1,627	18,046	21,714
Versailles	.....	.....	.....	.....	1,861	.....
GENERAL MOTORS	71,992	87,147	63,526	278,330	3,113,546	3,134,291
Buick Division	18,662	15,411	13,045	71,761	595,163	696,187
Skylark	2,826	3,994	1,870	22,607	168,807	213,972
Skyhawk J	.....	.....	.....	.....	.....	.....
Century	5,014	3,595	.....	3,008	128,584	91,895
Regal	5,298	4,038	5,510	23,125	154,726	206,123
Buick	4,005	2,680	4,106	16,997	110,363	131,038
Riviera	1,519	1,104	1,559	6,024	32,683	53,159
Cadillac Division	7,107	4,878	7,013	25,352	148,652	205,306
Cimarron	860	.....	959	4,094	.....	17,841
Seville	735	1,163	635	2,485	26,129	19,012
Eldorado	1,272	1,587	1,354	5,165	39,996	46,436
Cadillac	4,240	2,128	4,065	13,606	82,527	122,017
Chevrolet Division	22,600	37,546	21,649	90,157	1,348,985	1,156,096
Chevette	7,150	9,000	6,821	28,864	358,797	273,314
Cavalier	4,560	.....	4,277	17,957	.....	83,178
Monza ('80)	.....	2,780	.....	.....	129,339	.....
Camaro	.....	2,320	.....	.....	94,237	87,694
Citation	.....	10,291	.....	4,398	355,397	255,934
Malibu	3,435	6,155	3,285	12,564	203,060	184,247
Monte Carlo	2,055	3,680	2,068	9,328	83,870	108,689
Chevrolet	4,800	2,400	4,756	15,146	90,580	139,656
Corvette	600	920	442	1,901	83,705	23,384
Oldsmobile Division	15,193	14,866	13,106	53,187	576,838	668,959
Omega	2,262	2,009	1,517	2,874	88,298	113,056
Cutlass	4,800	7,497	4,875	20,218	288,572	307,856
Ciera	702	.....	.....	421	.....	702
Oldsmobile	6,475	4,658	5,755	25,980	172,160	213,047
Toronado	954	702	959	3,694	27,808	34,298
Pontiac Division	8,430	14,446	8,713	37,873	443,908	407,743
Acadian†	.....	280	12	804	16,369	16,170
J2000	2,755	.....	2,775	11,394	.....	56,705
Sunbird ('80)	.....	3,620	.....	.....	113,665	.....
T1000	2,395	.....	2,575	10,511	.....	69,437
Firebird	.....	1,928	.....	.....	60,968	43,468
Phoenix	.....	2,997	.....	1,338	108,960	81,812
Grand Prix	1,640	3,025	1,673	6,901	53,943	78,397
Bonneville G ('82)	1,640	.....	1,678	6,925	.....	9,663
LeMans	.....	1,661	.....	.....	45,053	42,027
Pontiac	.....	935	.....	.....	44,950	10,064
VOLKSWAGEN	3,760	3,640	3,610	5,866	147,187	129,183
CHECKER	25*	87*	25*	85*	2,338	1,594*
Total Cars, U. S.	113,615	135,250	112,634	473,930	4,788,661	5,041,674

CANADIAN CAR PRODUCTION

	Week Ended Oct. 3, 1981	Week Ended Oct. 4, 1980	Week Ended Sept. 26, 1981	Sept. Est.	Jan. 1 to Oct. 4, 1980	Jan. 1 to Oct. 3, 1981
AMERICAN MOTORS	848	.....	723	3,212	.....	26,030
CHRYSLER CORP.	2,800	2,400	99	8,801	55,773	47,201
FORD MOTOR	2,200	6,736	1,753	9,333	196,312	166,506
GENERAL MOTORS	9,056	11,872	10,420	32,830	371,768	380,312
VOLVO	225	190	225	936	7,539	7,851
Total Cars, Canada	15,129	21,198	13,220	55,112	631,392	627,900
N. American Cars	128,744	156,448	125,854	529,042	5,420,053	5,669,574
N. American Trucks	36,493	53,178	39,401	160,326	1,542,607	1,669,886
North American Cars and Trucks	165,237	209,626	165,255	689,368	6,962,660	7,339,460

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Chrysler's Windsor truck facility returns today after being idle a week for inventory control.